

2020 CENSUS: BUSINESS & ECONOMIC DEVELOPERS

MAKE MONTANA COUNT AND SUPPORT ECONOMIC GROWTH

In 2020, the U.S. census will define who we are as a nation. Taken every 10 years, on a form that can be filled out in 10 minutes, the census affects political representation and directs the allocation of billions of dollars in government funding. It helps employers understand where the next generation of workers is coming from, which will influence recruitment efforts. Companies have come to rely on the census for crucial demographic information about customers, the workforce and the economic landscape. You can partner with the U.S. Census Bureau to convey the importance of participating in the next census and to ensure no one is left uncounted. **Achieving a complete and accurate 2020 Census is in our hands.**

THE CENSUS: A SNAPSHOT FOR MONTANA

- The U.S. Constitution requires a national census once every 10 years. The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., and the U.S territories
- It is estimated that for every Montana resident we count, the state will receive \$20,000 in federal funds over the next decade. Montana is spending just \$0.09 per resident on promotion, so it is critical that our partners spread the word for the state to receive its fair share.
- Every year, more than \$675 billion in federal funds are awarded to states and communities based on census data. Montana receives more than \$2 billion every year in federal funding that is allocated to our state based on census data.
- Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives. Projections show Montana could gain a U.S. House Representative in Congress with an accurate count.
- The 2020 Census will create hundreds of thousands of temporary jobs across the nation. More than 2,000 Montanans workers will be hired between spring of 2019 and summer 2020.
- Census data helps businesses identify markets and customers. The information from the 2020 Census will also be the foundation for planning new buildings, roads, and other critical community infrastructure which supports economic growth.

2020 CENSUS TIMELINE: KEY DATES

March 2018	Census provides questions to Congress.
Fall 2018	Recruitment begins for local census jobs for early census operations.
Spring 2019	Census employees go door-to-door to update address list nationwide.
Fall 2019	Recruitment begins for census takers needed for peak workload in 2020.
Fall 2019	Census Offices Open.
February 2020	Group Quarters Operations begins for college dorms, assisted living, etc.
March 2020	Update and Leave begins - packets delivered to homes not receiving mail.
March 2020	Internet Self Response begins.
April 1, 2020	Census Day!
April – July 2020	Census takers visit households that did not return a questionnaire by mail.
December 2020	By law, Census Bureau delivers population counts to President for apportionment.
March 2021	By law, Census Bureau completes delivery of redistricting data to states.

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COMPLETING THE 2020 CENSUS QUESTIONNAIRE: SIMPLE AND SAFE

- There are three ways to respond to the 2020 Census: online, by phone, and by mail. The 2020 Census questionnaire will ask only a few simple questions of each person. This simple, short questionnaire takes just a few minutes to complete.
- The Census removes all identifiable information (names, phone numbers, and addresses) from data files and uses various computer technologies, statistical methods, and security procedures to protect its files.
- The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

FREQUENTLY ASKED QUESTIONS FOR BUSINESS & ECONOMIC DEVELOPMENT

- **How does the Census information affect businesses and the Montana economy?**
Census is used to allocate federal funding for infrastructure & commerce. Some examples include:

Program	Agency	FY2016 Amount Montana Received
Highway Planning / Construction	DOT	\$ 441,147,063
Community Loans	USDA	\$ 24,825,130
Rural Electrification	USDA	\$ 15,606,000
Federal Transit	DOT	\$ 11,684,000
Business & Industry Loans	USDA	\$ 10,500,000

- **How does a business or economic developer benefit from being a Census partner?** As a 2020 Census Partner, you can engage with other businesses and your customers and employees around a civic duty. The 2020 Census data assists in deciding where to open new operations or close old ones; and provides valuable information on target customers (income level, household size, homeownership) to inform your pricing and location strategies. Census data helps identify skilled workers.
- **What are the Census 2020 job opportunities?** The Census Bureau is hiring more than 2,000 employees in Montana to help execute the 2020 Census. A variety of temporary jobs are available. Census jobs pay competitive wages based on current pay rates in your area. For information about census jobs, visit 2020censusjobs.gov.

BECOME A 2020 CENSUS PARTNER

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Join and encourage others to get involved in your local Complete Count Committee (CCC), an organized group of other influential community leaders committed to an accurate census.
- Answer questions and help people overcome misconceptions about the 2020 Census. Share the benefits of being counted and reassure your community their questionnaire responses are confidential.
- Stay informed and include census information in promotional materials, newsletters, mailings and online.